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ABSTRACT

This annotated bibliography presents an overview of journal articles and books on public relations that can be helpful to teachers and students as well as to practitioners and managers. Categories for this 2000 edition correspond to knowledge needed by public relations undergraduate majors, as determined in a study conducted by the 1999 Commission on Public Relations Education. This bibliography is subdivided into 37 categories including: campaigns; corporate social responsibility; cultural communication; education; ethics; feminism; management; media relations/media effects; minority relations; nonprofit and fundraising; speech/spokespersons; technology; and writing techniques. An alphabetical list of journals is attached. (EF)

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